



Holiday
2025

American Girl®





There's something magical about celebrating the joy of girlhood

Giving her stories to dream about and traditions to hold close. Turning joyful moments into cherished memories.

This year, wrap her holidays in love with a gift she'll treasure now and always.

Holiday gifts collection
page 4

Girl of the Year® dolls
page 12

Truly Me™
page 24

Disney collection
page 34

Collector Series
page 40

Historical characters
page 46

All-new AG Sisters™
page 56

Bitty Baby®
page 62



From dolls to accessories and all the rest, find the gifts that are the best! Our curated list of top gifts includes

a star for every wish

Shop at americangirl.com



WISHES, granted!

Write down her fave finds for easy and joyful gifting.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



2026 Girl of the Year™ doll, Raquel



2025 Girl of the Year™ doll, Summer



Top gifts

Truly Me™ dolls



Disney Frozen collection



Matching holiday fashions



Collector dolls



Historical characters



ALL-NEW AG Sisters™



Holiday pajamas

Top gift

American Girl

JANIE AND JACK

Seasonal
COLLAB!





Glittering golds, soft ruffles,
and luxe details—our latest
made-to-match fashion
collaboration is all things
celebration chic



New!



MORE THE MERRIER
Scan to shop new dresses,
plus mix-and-match looks
for your girl and her doll.





American Girl

Hanna Andersson



Twinning pajamas
from Hanna Andersson
make the holidays
cozier together

NEW! American Girl® x Hanna
Andersson Holiday Treetops
Pajamas for 18-inch Dolls / JGY80
NEW! American Girl® x Hanna
Andersson Holiday Treetops
Pajamas for Girls / JLD45 Sizes
2T-14/16



New!



Magic made mini!
This Elf on the Shelf®
is adorably doll-sized.

Rolling in the
holiday cheer
with the sweetest
24-piece
Advent calendar!



American Girl® Gourmet Kitchen / HWW60

⚠ CHOKING HAZARD (1) Not for children under 3.

NEW! American Girl® Baking Spirits Bright™ 2025 Advent Calendar / JHC86

⚠ CHOKING HAZARD (1) Not for children under 3

NEW! The Elf on the Shelf® Set (Girl) for 18-inch Dolls / JHD20

®/TM/© 2025 CCA and B, LLC. d/b/a The Lumistella Company. All Rights Reserved.

NEW! American Girl® x Hanna Andersson Holiday
Treetops Pajamas for Bitty Baby® Dolls / JGY81



⚠ SEE INSERT FOR FULL CAUTIONARY STATEMENTS.

New!

Top gift

Includes more than
100 Swarovski®
crystals.

Add sparkle to the season
with the limited-edition*
2025 Glimmering Gold™
**Holiday
Collector Doll**

NEW! American Girl® 2025
Glimmering Gold™ Holiday
Collector Doll / JGP58, JGP59

A crescent-
shaped purse
is a moonlit
must-have.



No more than 11,000 American Girl® 2025 Glimmering
Gold™ Holiday Collector Dolls created worldwide.

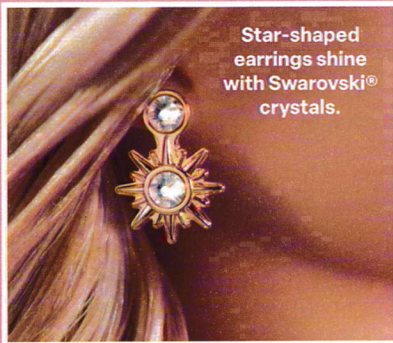
The crown jewel: a statement headband.



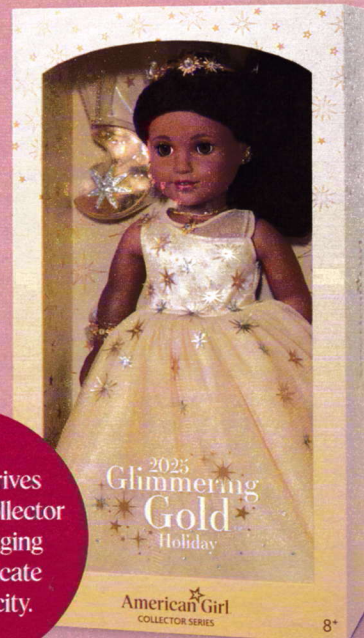
Glittering gold makeup adds a touch of glam.



Star-shaped earrings shine with Swarovski® crystals.



Each doll arrives in signature Collector Series packaging with a certificate of authenticity.





Raquel Reyes



With family by her side and a few surprises waiting to be discovered, Raquel can't wait to soak up the sun and stories



This vintage-inspired car fits two dolls and features a removable pink-and-white striped canopy.



WHEELS AND WAVES
Scan to cruise into the details of Raquel's Seaside Car with your girl.

All about me

BIRTHDAY:
January 20, 2016

FAVORITE FOOD:
Paletas
(watermelon is the best!)

CAREER GOAL:
To be a DJ

PET:
Luzita, a Pomeranian

FAVORITE ANIMAL:
Dolphins

FAVORITE ACTIVITY:
Reading the diary of my
great-great-grandmother,
Samantha Parkington!



Raquel's
gingham outfit
is available
for girls, too!

New!

Top gift



NEW! Raquel™ 18" Doll & Journal / JGM71

⚠ CHOKING HAZARD (1) Not for children under 3

NEW! Raquel's™ Accessories / JGM72

⚠ CHOKING HAZARD (1) Not for children under 3

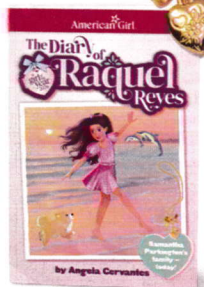
NEW! Raquel's™ Gingham Ruffle Outfit for Girls
/ JGN52 Sizes XS-XL

NEW! Raquel's™ Dog, Luzita™ / JGM81

⚠ CHOKING HAZARD (1) Not for children under 3

NEW! Raquel's™ Seaside Car / JGM76

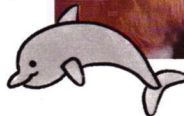
⚠ CHOKING HAZARD (1) Not for children under 3



Learn more
about Raquel's
connection
to a classic
character in
her journal.



Shop Raquel's world at americangirl.com/raquel.



Top gift

Raquel Reyes

From sharing family stories to spotting dolphins, Raquel's vacation on the East Coast is bound to be **the best summer for shore**

Set the beach scene! Shop Truly Me dolls on p. 25.

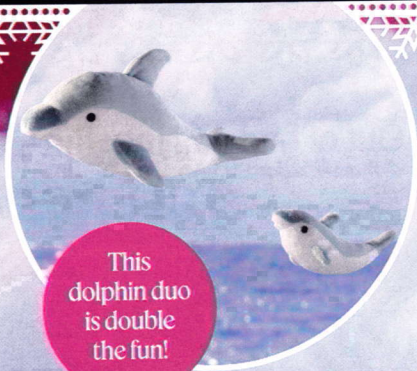


With rolling wheels, an extendable handle, and so many snacks, this cooler is the coolest!

Luzita comes with her own personalized tote carrier.

- NEW! Raquel™ 18" Doll & Journal / JGM71
- ⚠ CHOKING HAZARD (1) Not for children under 3
- NEW! Raquel's™ Beach Outfit / JGM73
- NEW! Raquel's™ Dog, Luzita™ / JGM81
- ⚠ CHOKING HAZARD (1) Not for children under 3
- NEW! Raquel's™ Summertime Treats Set / JGM74
- NEW! Raquel's™ Beach Chairs & Barbecue Set / JGM75
- NEW! Raquel's™ Dolphin Duo / JGM77

New!



This dolphin duo is double the fun!



This 2-in-1 swimsuit includes a skirt and shorts.



BBQ set includes two beach chairs.



LOVABLE LUZITA is Raquel's small but brave Pomeranian.

Top gift

Out of bed and into fun—Raquel's ready to
start her day

This floral
trinket box is just
like the one
Samantha owned!

girl of the year 2026
Raquel Reyes

New!



NEW! Raquel™ 18" Doll & Journal / JGM71

⚠ CHOKING HAZARD (1) Not for children under 3

NEW! Raquel's™ Vintage Vanity / JGM82

⚠ CHOKING HAZARD (1) Not for children under 3

NEW! Raquel's™ Coastal Stripes Pajamas / JGM83

NEW! Raquel's™ Coastal Stripes Pajamas for Girls
/ JGN53 Sizes XS-XL

NEW! Raquel's™ Dog, Luzita™ / JGM81

⚠ CHOKING HAZARD (1) Not for children under 3

NEW! Raquel's™ Beach Party Dress / JGM80



Raquel's Vintage Vanity includes a faux curling iron, a bubble headband, and other GRWM essentials.



**MATCHING
MUST-HAVES**

Your girl can match with Raquel in comfy coastal pajamas!



Raquel's Beach Party Dress features embroidered floral designs—a nod to her Mexican heritage.



 **Raquel**
Reyes

The "Piney Point" graphic on Raquel's shirt is a nod to the summer house Samantha loved to visit in upstate New York!



While on vacation,
Raquel discovers
pickleball, a new sport to
love-love

Find more courtside cuteness, including dolls and outfits, at americangirl.com.

New!

Blue and beachy, this car features rolling wheels, faux-rattan seats, and a trunk that opens!



The horn, headlights, and taillights really work! Plus, the radio plays six songs.

Go from seaside to courtside with a removable canopy.

This game-ready set includes a tote bag with storage for two paddles, three balls, a visor, and a water bottle.

- NEW! Raquel™ 18" Doll & Journal / JGM71
- ⚠ CHOKING HAZARD (1) Not for children under 3
- NEW! Raquel's™ Piney Point Pickleball Outfit / JGM78
- NEW! Raquel's™ Pickleball Bag & Paddle Set / JGM79
- ⚠ CHOKING HAZARD (3) Not for children under 3
- NEW! Raquel's™ Dog, Luzita™ / JGM81
- ⚠ CHOKING HAZARD (1) Not for children under 3
- NEW! Raquel's™ Seaside Car / JGM76
- ⚠ CHOKING HAZARD (1) Not for children under 3

 YouTube Kids

Check out Raquel's music video! Watch as a family on YouTube or YouTube Kids.



FIND PRICES AT AMERICANGIRL.COM | AGES 6+ 19

⚠ SEE INSERT FOR FULL CAUTIONARY STATEMENTS.

Top gift

girl of the year
2025

SUMMER

McKINNY

This mobile
treat cart
includes
50+ pieces.

WAGGY PUP TAILS

RAINBOW PUPCAKES
COOKIES \$3.50 \$1.50

Bake up something special this season with Summer, who turns
passion into action

Make every day
brighter in matching
rainbow dresses for
girls and dolls.



Follow Summer's
story of wags to riches
as she turns big ideas
into a small business!

Shop Summer's world at
americangirl.com/summer.



2-in-1

This pet spa
doubles as
a doggie
daycare!

- Summer™ 18" Doll & Journal / HYJ47
- Summer's™ Treat Cart / HYJ55
△ CHOKING HAZARD (1)
Not for children under 3
- Summer's™ Accessories / HYJ48
- Summer's™ Bake Sale Outfit / HYJ54
- Summer's™ Dog, Crescent™ / HYJ51
- Summer's™ Rainbow Swirl Dress for Girls
/ HYL63 Sizes XS-XL
- Summer's™ Cat, Fettuccine™ / HYJ52
- American Girl® Pet Spa & Daycare / HVH59
△ CHOKING HAZARD (1)
Not for children under 3
- Summer Gets to Work Book / HYJ09





Accessorize Hollyhock's extra-long mane and tail with clips, gems, and colorful extensions.

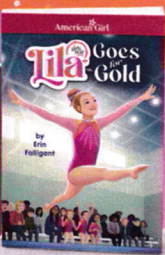


Play out adventures from horseback to high beam with Lila, who does all things with sparkle





In her second book, Lila learns teamwork makes the dream work!
Lila Goes for Gold
 Book / HTG28



Lila's gymnastic equipment includes a gym mat, uneven bars, balance beam, and accessories.



- Lila™ 18" Doll & Journal / HRR30
- Lila's™ Accessories / HRR31
- Lila's™ Horseback Riding Outfit / HRR38
- Honeycrisp Hill Horse Stable / HRP13
- Hollyhock™ / HRP12
- Mighty Mae™ / HRR32
- Lila's™ Gymnastics Equipment / HRR36
- Lila's™ Gymnastics Competition Outfit / HRR33

Shop Lila's world at
americangirl.com/lila.





Top gift



Bestie on board!
Take her doll on
any adventure with
the cutest carrier.



Join the
American Girl
star squad with
truly me ★



American Girl
Styled by You
EXPERIENCE

Make her season extra
special with this exclusive
in-store experience.



PLAN A VISIT
Scan to find a
store near you
and your girl!

New!

Customize her gear with AG patches!



NEW! Truly Me™ 18" Doll
NEW! AG™ Star Squad Puppy & Accessories / JFB48

NEW! AG™ Star Squad Mini Backpack & Accessories / JFB49

⚠ CHOKING HAZARD (1) Not for children under 3
American Girl® Doll Carrier for Girls / HRN83

NEW! AG™ Star Squad Varsity Jacket for Girls / JGC64

NEW! AG™ Letter A Stick-On Patch / JFX62
Letters A-Z available online.

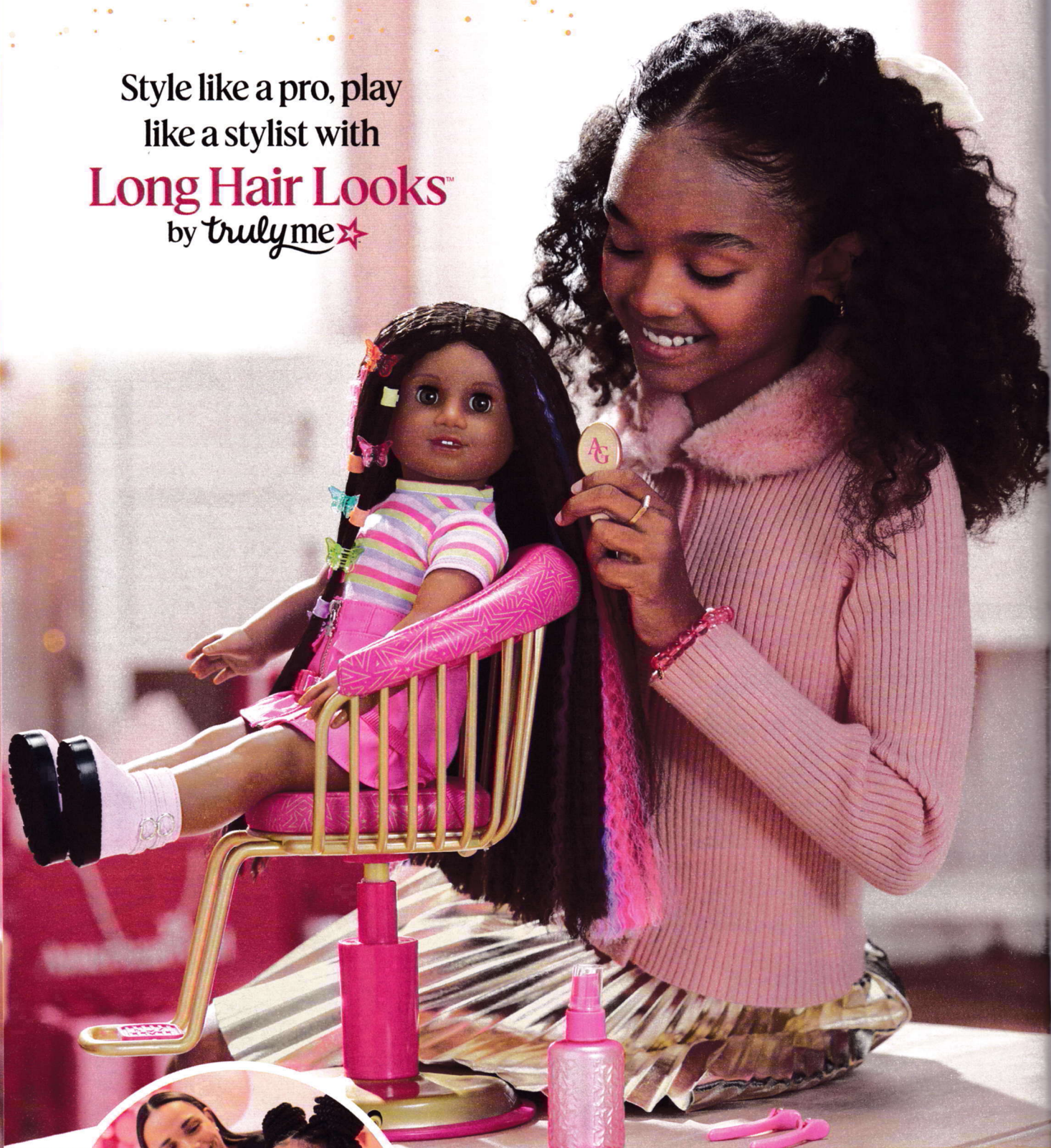
NEW! AG™ City Stick-On Patch / JFX57, JFX58, JFX59, JFX61



⚠ SEE INSERT FOR FULL CAUTIONARY STATEMENTS.

FIND PRICES AT AMERICANGIRL.COM | AGES 6+ 25

Style like a pro, play
like a stylist with
Long Hair Looks™
by *truly me* ★



Treat your girl and her doll to matching
makeovers at the American Girl Salon.



Find your store location at americangirl.com/stores.

New!



Each doll includes
50+
styling
accessories!



InstaGLAM!
Includes a
guide with
five fun
hairstyles.



Her extra-
long hair is
soft and easy
to style.



Salon chair
really
moves up
and down!

NEW! Long Hair Looks™ by Truly Me™ 18" Doll / JFR74, JFR75, JFR76

⚠ CHOKING HAZARD (1) Not for children under 3

NEW! Long Hair Looks™ by Truly Me™ Salon Chair / JFR77

⚠ CHOKING HAZARD (1) Not for children under 3

NEW! Long Hair Looks™ by Truly Me™ Salon Accessories / JFR78

⚠ CHOKING HAZARD (1) Not for children under 3

⚠ SEE INSERT FOR FULL CAUTIONARY STATEMENTS.

FIND PRICES AT AMERICANGIRL.COM | AGES 6+



YAY FOR SUNDAES
Serving tray comes with pretend ice cream, whipped cream, sprinkles, and more.



truly me ☆

Get set to (slumber) party with
sleepover essentials that bring
late-night fun



GLOW UP!
Bed features a
glow-in-the-dark
star print.



2-in-1

This doll bed folds into a tote for easy transport!



Sweet Dreams PJs / JDC75
 ⚠ CHOKING HAZARD (1) Not for children under 3
 Sweet Dreams PJs for Girls / JDC84 Sizes XS-L
 Sundaes for Two Set / JDC76
 ⚠ CHOKING HAZARD (1) Not for children under 3
 American Girl® On-the-Go Bed Set / JDC77
 Tropical Taffy Poodle™ / HVH61, Waking Up Is Ruff PJs / HVH57
 Comfy Puppy Robe Set for Dolls & Girls / HVJ59 Sizes XS-L
 All Set for Sleepovers Canopy Bed / HVC72



Find more all-nighter activities in this interactive journal for best friends.
 All About Us Journal / JFJ26



Take sleepovers to the next level with a trundle bed that fits a friend too!

⚠ SEE INSERT FOR FULL CAUTIONARY STATEMENTS.

truly me 

From snack time to
sweet dreams, care for
Little Bitty Baby™
with the **best in**
babysitting



**Stroll around
the block
with a darling
double stroller.**



Little Bitty Baby™ Double Stroller Set / HNM25
⚠ CHOKING HAZARD (1) Not for children under 3
Little Bitty Baby™ 7.75" Doll / HNM22, HNM23, HVG70
NEW! Little Bitty Baby™ Flower Romper & Play Set / JGD83
⚠ CHOKING HAZARD (1) Not for children under 3



First feedings are easy in a well-stocked kitchen!

High chair comes with an outfit for Little Bitty Baby, baby food, mini babysitter's guide, and more.

Bath time is a breeze with this set that includes a clawfoot tub, faux bubbles, terrycloth robe, slippers, duck bath toy, and more.



- Little Bitty Baby™ Layette & High Chair Set / HPJ89
 ⚠ CHOKING HAZARD (1) Not for children under 3
 American Girl® Gourmet Kitchen / HWW60
 ⚠ CHOKING HAZARD (1) Not for children under 3
NEW! Pink & Preppy Outfit / JGD79
 Little Bitty Baby™ Bubble Bath Set / HVC71
 ⚠ CHOKING HAZARD (1) Not for children under 3
 Not intended for use with water.
 Little Bitty Baby™ Crib & Sleeper Set / HNM24
NEW! Little Bitty Baby™ Cozy Bunny Sleep Set / JGD82
 ⚠ CHOKING HAZARD (1) Not for children under 3
 Sweet Dreams PJs / JDC75
 ⚠ CHOKING HAZARD (1) Not for children under 3



Make naptime oh-so-cozy with a bunny sleeper, faux pacifier, and board book.

⚠ SEE INSERT FOR FULL CAUTIONARY STATEMENTS.

FIND PRICES AT AMERICANGIRL.COM | AGES 6+



Adventure awaits beyond
every turn, so hop in and
hit the road together for a
holiday getaway



Away we go in this
remote-control car
that moves forward
and backward and
steers left and right.

Bring a new bestie
along! Shop Truly Me™
dolls on p. 25.

This sidecar is
perfectly sized
for a pet.


The headlight,
taillight, and
horn on
this scooter
really work!

Cool styles for miles! Discover
more road trip-ready looks at
americangirl.com/clothing.

AG™ RC Sports Car – Pink / GPM73
Daffodil Doodle™ / HHH74
Hit the Road Scooter & Sidecar / JDC74



Disney

American Girl

Imagine the world
of Arendelle with
Disney's Frozen



**Twinning
dresses**
for special
occasions

Disney FROZEN

New!



Olaf comes in 3 pieces to assemble in multiple ways!

NEW! Disney Frozen Elsa Dress for Girls by American Girl® / JGT23 Sizes 3-12

NEW! Disney Frozen Anna Dress for Girls by American Girl® / JGT24 Sizes 3-12

NEW! Disney Frozen Elsa Doll by American Girl® / JGM37 ⚠ CHOKING HAZARD (1) Not for children under 3

NEW! Disney Frozen Anna Doll by American Girl® / JGM38

NEW! Disney Frozen Olaf Plush & Summer Accessories by American Girl® / JGM41

NEW! Disney Frozen Elsa Travel Outfit & Bruni by American Girl® / JGM39

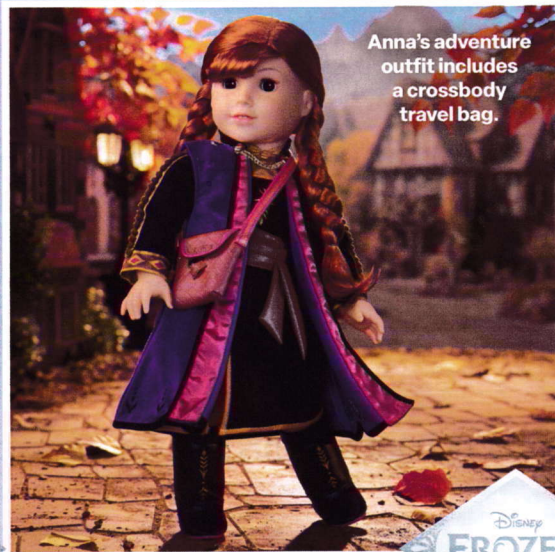
NEW! Disney Frozen Anna Adventure Outfit & Travel Bag by American Girl® / JGM40

Elsa's travel outfit includes her spirit salamander friend, Bruni.



Disney FROZEN ELSA

Anna's adventure outfit includes a crossbody travel bag.



Disney FROZEN ANNA

©Disney

⚠ SEE INSERT FOR FULL CAUTIONARY STATEMENTS.

FIND PRICES AT AMERICANGIRL.COM | AGES 6+ 35

Top gift

Disney

American Girl



A WORLD
AWAITS
Scan to explore
the Disney
collection with
your girl.

Disney
PRINCESS
Belle

Disney
PRINCESS
Cinderella

Disney
PRINCESS
Rapunzel

Disney
PRINCESS
TIANA

Disney
PRINCESS
ARIEL

Enchant her this holiday season with
presents fit for a princess

Disney | American Girl.

Make every day
a fairy tale and
**bring home
the beauty**



Belle's blue dress includes an apron and hairbow, plus Mrs. Potts and Chip figurine friends.



American Girl® Disney Princess Belle Doll / JDD99
 ⚠ CHOKING HAZARD (1) Not for children under 3
 American Girl® Disney Princess Belle Blue Dress,
 Mrs. Potts, Chip & Accessories / JDF00
 ⚠ CHOKING HAZARD (1) Not for children under 3

Disney | American Girl



Pendant necklace opens to reveal a sea star.

Disney Moana Doll by American Girl® / JDF01
 ⚠ CHOKING HAZARD (1) Not for children under 3
 Disney Moana Accessories, Pua & Heihei by American Girl® / JDF02



Accessories include a floral lei, holdable oar, and friends Pua and Heihei.

Disney MOANA 2

Play out new adventures and sail beyond the reef



Disney | American Girl



Top gift

bittybaby

See more from the
world of Bitty Baby®
on p. 63.

Disney
PRINCESS
MOANA



Disney
PRINCESS
Rapunzel



Disney
PRINCESS
ARIEL



Explore special-edition Bitty Baby® sets inspired
by Disney's Moana, Rapunzel, and Ariel.

Disney Princess Moana Cuddle & Care Set with
Bitty Baby® Doll by American Girl® / JDF05
Disney Princess Rapunzel Cuddle & Care Set with

Bitty Baby® Doll by American Girl® / JDF03
Disney Princess Ariel Cuddle & Care Set with Bitty Baby®
Doll by American Girl® / JDF04

FIND PRICES AT AMERICANGIRL.COM | AGES 18M+ 39

New!

Top gift

A bewitching collection from
Wicked and *Wicked: For Good*.

Glinda glimmers
in an iridescent
ball gown with
butterfly-wing
pattern.

With a perfectly
timed hair toss
and magic wand,
Glinda is ready
to change the
world—for good.



Each doll arrives
in Collector
Series packaging
with a certificate
of authenticity.

*No more than 6,800 WICKED Glinda Collector Dolls and
6,000 WICKED Elphaba Collector Dolls created worldwide.

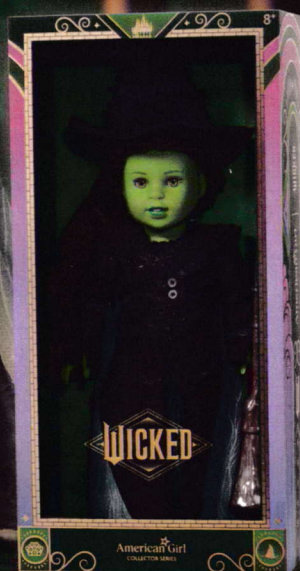
American Girl

WICKED

Limited-edition* and positively spellbinding,
the most Oz-tastic gift of the season is
the witches of Oz

With signature
hat and broom
in hand, Elphaba
is ready to
defy gravity.

Elphaba enchants in
a full-length coat with
raised fabric details
and chiffon cape.



Turn sweet dreams
into thrillifying
scenes in Elphaba's
pintuck pajamas
and embroidered
robe set.

Think pink, dream
chic in Glinda's
glamorous pajama
and accessory set.

NEW! WICKED Glinda Doll by American Girl® Collector Series / JGY39
NEW! WICKED Elphaba Doll by American Girl® Collector Series / JGY40

NEW! WICKED Glinda "Popular" Pajamas by American Girl® Collector Series / JGY41
NEW! WICKED Elphaba "Popular" Pajamas by American Girl® Collector Series / JGY42

*No more than 6,100 WICKED Glinda "Popular" Pajamas and
3,450 WICKED Elphaba "Popular" Pajamas created worldwide.

New!

Disney

American Girl

Top gift

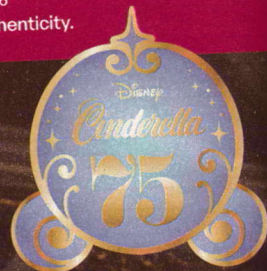
Celebrate the 75th anniversary of the beloved Disney film with the Disney Princess Cinderella Collector Doll

NEW! Disney Princess Cinderella Doll by American Girl® Collector Series / JGM36
Arrives in a keepsake collector box as elegant as any carriage, with a certificate of authenticity.



Worthy of any royal, Cinderella sparkles from head to slipper with more than 100 Swarovski® crystals.

Her iconic gown is reimagined in all its crowning glory.



Gorgeously glittering kitten heels are accented with crystals.

American Girl

Clueless

These, like, totally important collector outfits celebrate the 30th anniversary of the classic movie *Clueless*.



Dionne's signature look is plaid, pleated, and oh-so-preppy.

NEW! Dionne's Whatever! Clueless Outfit by American Girl® Collector Series / JFP91
TM & ©2025 Paramount Pictures. All Rights Reserved.

NEW! Cher's As If! Clueless Outfit by American Girl® Collector Series / JFP92
TM & ©2025 Paramount Pictures. All Rights Reserved.



Cher's plaid skirt and jacket are peak Beverly Hills chic, complete with faux-fur backpack.

Could these limited-edition* Clueless outfits be more iconic?

As if!

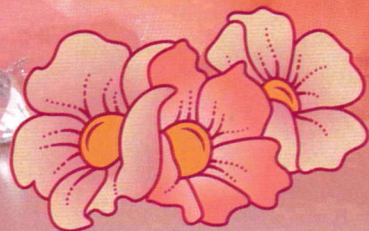
*No more than 7,000 Cher's As If! Clueless Outfits by American Girl® Collector Series and 5,000 Dionne's Whatever! Clueless Outfits by American Girl® Collector Series have been created worldwide.

New!

American Girl

Barbie

Glitz. Glam.
Peaches.
Cream.



Make the holidays glow from head to toe with the
Peaches 'n Cream™ Barbie®
 Collector Doll



An authentic
 wrist tag adds
 a nostalgic
 touch.



Elite extras:
 Rhinestone
 jewelry and
 meticulous
 makeup.



Sparkly white
 iridescent
 bodice shimmers
 against an orange
 mesh rosette.



Ruffled peach
 stole snaps
 together for
 different looks.



NEW! Peaches 'n Cream™ Barbie® by American Girl® Collector Doll / JFN15
 NEW! Peaches 'n Cream™ Barbie® by American Girl® Collector Doll / JFN16

This 1980s icon arrives in Collector Series
 packaging with a certificate of authenticity.





Our characters' stories
teach girls how to change the
world in their own way, because

**in every era,
character counts**





Raquel Reyes

Welcome
Raquel Reyes!

Learn more about our
newest Girl of the Year®
doll on p. 12.

Shop our historical characters and Girl of the Year® dolls at americangirl.com.



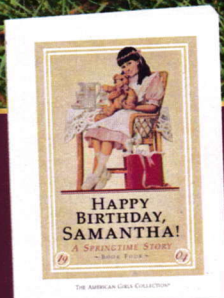
historical
characters



Samantha Parkington™ 18" Doll,
Book & Accessories / JFP86
Samantha's™ Birthday Outfit &
Book / JFP87



Images by Sydney Rose Paulsen
@5hensandacockatiel



Samantha
1904

Helps others in need with her
generous spirit

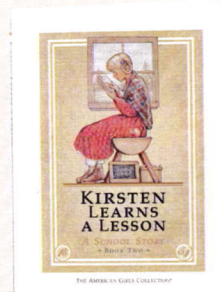
Samantha's legacy
lives on through her
modern-day relative
Raquel Reyes.

Learn more about
Raquel on p. 12.





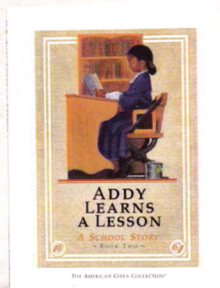
Starts a new chapter of
**bravery and
belonging**



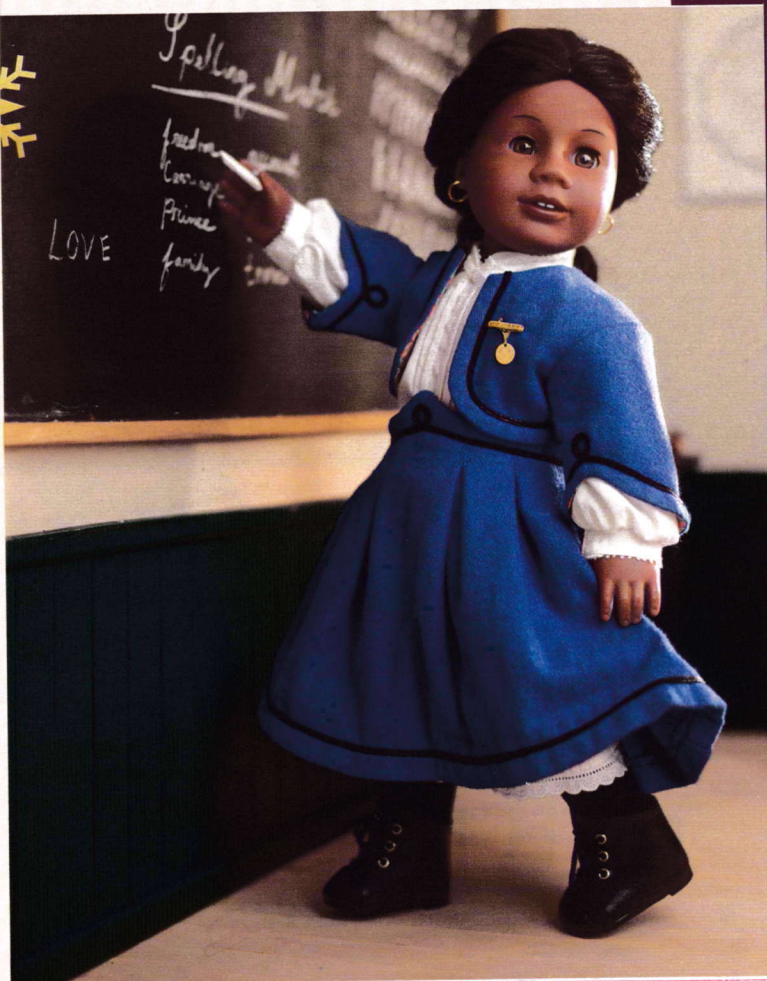
Kirsten Larson™ 18" Doll, Book & Accessories / HVY65
Kirsten's™ School Outfit & Book / JFP89

ADDY
1864™

Shows great courage and
a love of learning



Addy Walker™ 18" Doll, Book & Accessories / HVY62
Addy's™ School Outfit & Book / JFP88



1922

CLAUDIE

NANEA 1941



Uncovers the
confidence to
dream big

Claudie™ 18" Doll & Book / HGY74
Claudie's™ Accessories / HJP98
Dizzy Dot™ / HJP99
Claudie's™ Christmas Accessories / HPN44



Maryellen™

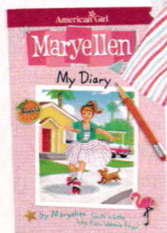
1954

historical
characters



Embraces her
aloha spirit to
help others

Nanea™ 18" Doll & Journal / JFP66
Nanea's™ Accessories / JFP67
Nanea's™ Volunteer Outfit / JFP68
Nanea's™ Dog, Mele™ / HGW74



Always chooses to
be an original

Maryellen™ 18" Doll & Journal / JFP70
Maryellen's™ Accessories / JFP71
Maryellen's™ 2-in-1 Outfit / JFP72
Maryellen's™ Vintage Stove & Accessories / JFP74

MELODY

1964™



STRETCH LVL
SALE
\$10.99

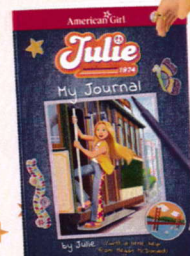
Julie

1974



Lifts her voice to
spark real
change

Melody™ 18" Doll & Journal / JFP75
Melody's™ Accessories / JFP76
Melody's™ Salon Outfit / JFP77
Melody's™ Salon Chair & Accessories / JFP79



CourtneyTM
1986



historical
characters



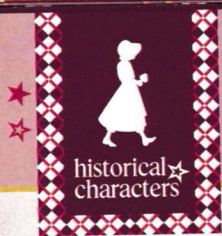
Finds the determination to
stay positive

Julie™ 18" Doll & Journal / HXK52
Julie's™ Accessories / HXK53
Julie's™ Summer Skating Outfit / HXK57

Discovers the ability to
be bold

Courtney™ 18" Doll & Book / GRN41
Courtney's™ Accessories / GRN42





Share stories and
snuggles with new plush
dolls and board books that
**introduce her
to the classics**



Share a story
with this Samantha
plush, perfect
for ages 18 months
and up

Samantha's her grandma's Christmas storybook is coming soon to the store.

Unleash Samantha's magical world of wonder and imagination.

**Samantha
Parkington**
18M+

**Each plush
comes in a
beautiful
box for easy
gifting.**

- NEW!** My First Samantha™ Doll & Board Book / JFP82
- NEW!** My First Molly™ Doll & Board Book / JFP85
- NEW!** My First Addy™ Doll & Board Book / JFP83
- NEW!** My First Josefine™ Doll & Board Book / JFP84
- NEW!** My First Kirsten™ Doll & Board Book / JFP81

New!



Have
fun with
Josefina



Cuddle
up with
Kirsten



Snuggle up
and play
with Addy



Make her day
with Molly



FIND PRICES AT AMERICANGIRL.COM | AGES 18M+

New!

Top gift

Francie™

A kind
animal lover
who likes
crafting.

LEA™

A skater like
no other
who's ready
to explore.



Introducing AG Sisters™

Celebrating each other's style, these four are the
cutest crew of close friends

Wesley™

An artsy baker who makes life sweet.



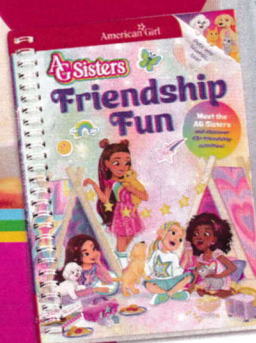
NEW CREW
Scan to
learn about
these friends
together.

Jozette™

A playful athlete who's fearless on the field.



The new
AG Sisters book
is packed with
85+ activities!



See more at americangirl.com/AG-Sisters.

AG Sisters dolls are 14.5" tall
and designed for ages 4+!

Each one comes with
accessories and a pet.

NEW! Francie™ Doll / JGY96

NEW! Lea™ Doll / JGY97

NEW! Jozette™ Doll / JGY98

NEW! Wesley™ Doll / JGY99

⚠ CHOKING HAZARD (1)
Not for children under 3

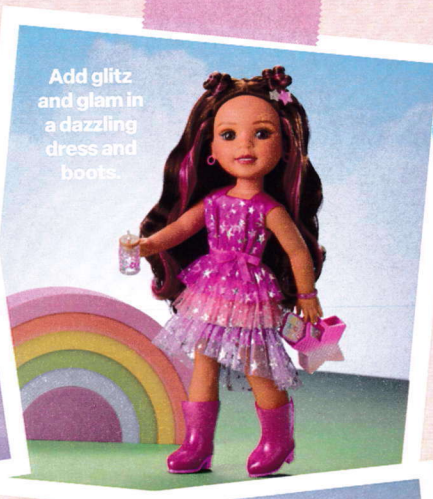
FIND PRICES AT AMERICANGIRL.COM | AGES 4+ 57



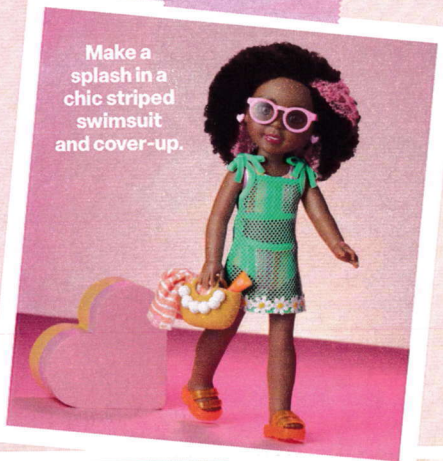
Ace every day with a stylish sweater and stellar supplies.



Add glitz and glam in a dazzling dress and boots.



Make a splash in a chic striped swimsuit and cover-up.



Cuddle up in a cloud-print PJ set.



AG Sisters

From day to night, school to sleepovers, these besties are ready for every adventure

NEW! AG Sisters™ School Style Fashion Set / JHB02

⚠ CHOKING HAZARD (1)
Not for children under 3

NEW! AG Sisters™ Glitz & Glam Fashion Set / JHB01

⚠ CHOKING HAZARD (1)
Not for children under 3

NEW! AG Sisters™ Beachy Chic Fashion Set / JHB03

⚠ CHOKING HAZARD (1)
Not for children under 3

The AG Sisters collection includes sleepover sets, fashions, and a doll carrier.

NEW! AG Sisters™ Glamping Girls Sleepover Set / JHB07

⚠ CHOKING HAZARD (1)
Not for children under 3

⚠ SEE INSERT FOR FULL CAUTIONARY STATEMENTS

New!

Top gift



Go
everywhere
together
with a
carrier that
fits two
dolls.

NEW! AG Sisters™ Staying Up
Late Styles / JHB00

⚠ CHOKING HAZARD (1)
Not for children under 3

NEW! AG Sisters™ Sleepover Snacks
Set / JHB04

⚠ CHOKING HAZARD (1)
Not for children under 3

NEW! AG Sisters™ Self-Care
Sleepover Set / JHB06

⚠ CHOKING HAZARD (1)
Not for children under 3

NEW! American Girl® Doll Carrier
Backpack for 14.5" Dolls / JHB05



YouTube Kids

Sing along to the AG
Sisters music video!
Watch as a family on
YouTube or YouTube Kids.



welliewishers[®]



Enter a fantasy world for growing first friendships



Bryant™ Doll / HHP70
Emerson™ Doll / HBG44
Camille™ Doll / HBG46

Willa™ Doll / HBG47
Kendall™ Doll / HBG43
Ashlyn™ Doll / HBG45
WellieWishers™ dolls are 14.5" tall

Bryant™
Loves teamwork
and helping out
in any way

Emerson™
Always ready to
act when friends
need a laugh

Willa™
First up a tree
and last to turn
away a furry friend

Camille™
Knows the right
words to make a
friend feel loved

Kendall™
Crafts her world
with creativity
and kindness

Ashlyn™
Delights in
creating her own
special occasions



Mermaid dress changes from short to long.

Seashell Salon Set / HNX32
 ⚠ CHOKING HAZARD (1)
 Not for children under 3
 2-in-1 Sparkly Mermaid Outfit / HNX34

Includes hair extensions that change from purple to pink.



Girls can dream of fantastical adventures in these pajamas made to match the WellieWishers'.



Royal Canopy Bed / HMJ74

Breakfast in Bed Tray / HMJ75

⚠ CHOKING HAZARD (1) Not for children under 3

Peegen™ the Pig / HMJ76

Royal Ruffles Nightie & Robe / HMJ77

Royal Ruffles Nightie & Robe for Little Girls / HMJ78 Sizes 4-7



Find the WellieWishers book series at americangirl.com/welliewishers.

YouTube Kids

Watch the WellieWishers videos as a family on YouTube or YouTube Kids.



FIND PRICES AT AMERICANGIRL.COM | AGES 4+

New!

Top gift

bitty baby

My first American Girl™ doll

Bring home the gift of
nurturing care, kindness, and
a love that lasts

American Girl

Hanna Andersson



NEW! American Girl® x Hanna Andersson Holiday
Treetops Pajamas for Bitty Baby® Dolls / JGY81

NEW! American Girl® x Hanna Andersson Holiday
Treetops Pajamas for Girls / JLD45 Sizes 2T-14/16

Bitty Baby® Doll

Bitty Baby® 1 Pretty Pink / GYL16

Bitty Baby® 2 Soft Blue / GYL23

Bitty Baby® 3 Pretty Pink / GYL18

Bitty Baby® 4 Soft Blue / GYL25

Bitty Baby® 5 Pretty Pink / GYL20

Bitty Baby® 6 Soft Blue / GYL27



Make memories together with sweet caring moments.



Inspire purposeful play by feeding, changing, and rocking Baby.



The Bitty Baby Care & Play Set
includes a doll, sleeper, blanket, bib, bottle, and more.



Bitty Baby® Care & Play Set
/ GYL34, GYL35, GYL36, GYL37, GYL38, GYL39
Bassinet Stroller / GYL65 Ages 3+
Contemporary High Chair / HVK75 Ages 3+
Bitty Baby® Splash Pool / JFW64
Flamingo Fun Play Set / HNM17, HNM18, HNM19 Ages 2+



Soak up every drop of fun with a pool for Bitty Baby® Splash.

bitty baby splash™

This water-ready set includes a doll, flamingo floatie, watering can, flower cups, and pretend sunscreen.



For holiday
arrival,
order by:
12/1



Let's Have a
Party Outfit



create your own™

Choose every detail from head to toe!
Everything is included with Create Your Own.



SEE INSERT FOR FULL CAUTIONARY STATEMENTS

A total original

Celebrate what makes your girl special
with a doll that expresses who she is!



Face



Hair



Eyes



Clothing



Extras!

Get started at americangirl.com/create.

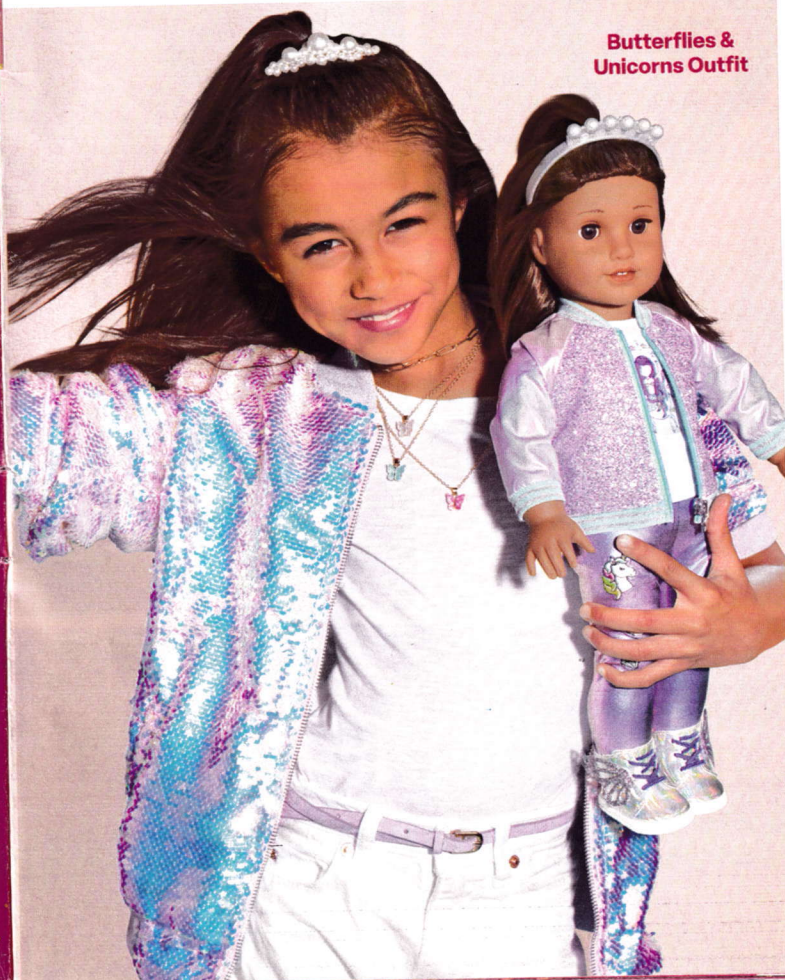
Create Your Own 18" Doll

⚠ CHOKING HAZARD (1) Not for children under 3

Win the Weekend
Outfit



Butterflies &
Unicorns Outfit



Fun with Fashion
Outfit



Signature salon services



Teatime in the Café



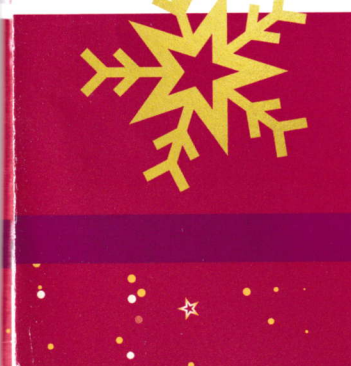
Magic and memories await—plan a visit to American Girl this holiday season and
share a day to remember forever

LOS ANGELES • NEW YORK • CHICAGO • DALLAS • NASHVILLE • ORLANDO • WASHINGTON, D.C.

Styled by You experience



Personal shopping



Surprise her with stocking stuffers and seasonal gifts



Add sparkle to her style with special earrings.

A stellar tumbler for super fans.



Go retro with twinning tees for girls and dolls.



Count down to the holidays with a sweet new Advent calendar.



Let her originality shine with personal patches.



'Tis the season for extra-mini Scout Elf adventures.



Have a mini matching moment in the cutest Crocs™.

American Girl® 40 oz. Insulated Tumbler / JGD03

NEW! American Girl® x Crocs™ Classic Clog for 18" Dolls / JFV28
Crocs trademarks used under license.

NEW! American Girl® x Crocs™ Classic Clog for Girls / JLD90
Crocs trademarks used under license.

Matching AG™ Grin Pins Ringer Tee Set for Girls & 18" Dolls / JFF99 Sizes XS-L

NEW! The Elf on the Shelf® Set (Girl) for 18" Dolls / JHD20

NEW! American Girl® Baking Spirits Bright™ 2025 Advent Calendar / JHC86

⚠ CHOKING HAZARD (1) Not for children under 3

NEW! AG™ Stick-On Patch / JFX59, JFX61, JFX62, JFX72

More letters and cities available online.



Time to SHOP

See something
inside that's
"add to bag" worthy?

Scan to find prices
and shop for your girl.

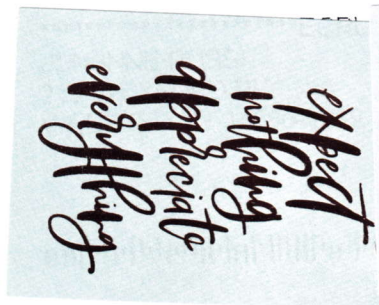


American Girl.

612 Burton Blvd., DeForest, WI 53532-1288

Current resident or

Holiday magic and memories
await at American Girl!
Join us in store for special
holiday events, festive
dining and teatimes, plus
merry salon makeovers.
Plan a day to remember at
americangirl.com/stores.



PRSRT STD
U.S. Postage
PAID
American Girl

NOV 2025 | **SHOP ONLINE** americangirl.com **PHONE** 800-845-0005

© 2025 American Girl. Printed in the USA. Availability is subject to change. Call or visit our website for the most current information. To stop mailings from American Girl or request that your name not be shared with other companies, please go to americangirl.com/preferences.



P68-NOV25

**The 2026
Girl of the Year®
doll is here!**



Raquel has
a story to tell!
Learn more
and shop her
world on p. 12.

Introducing

 **Raquel
Reyes**



AG Rewards™

Get the star treatment



Members earn \$10 in rewards for every 200 points, plus even better benefits.



Upgraded perks

More savings, birthday rewards, and exclusive promotions.



Easy to earn

New ways to score points through activities and in-store visits.



More flexibility

Redeem any or all points in store or online.



Instant delight

Members see their points almost instantly.

Learn more and join today at americangirl.com/agrewards.



Now through Nov. 30

American GirlTM Win Your Wishlist Sweepstakes

Enter for a chance to win up to \$500 in gifts!*

How to enter



STEP 1:

Browse americangirl.com and heart items to start a wishlist

STEP 2:

Sign up or sign in to save your wishlist

STEP 3:

Post the saved wishlist on Instagram and tag
[@americangirlbrand](https://www.instagram.com/americangirlbrand) plus [#AGHolidaySweepstakes25](https://www.instagram.com/explore/tags/AGHolidaySweepstakes25)

STEP 4:

Hooray! You've entered for a chance to win
your wishlist—up to \$500 in gifts!



See official rules at americangirl.com/promos.

*NO PURCHASE NECESSARY. Open 11/1/25 to legal residents of 50 U.S. states and the District of Columbia, age 18+ with a registered Instagram account as of 11/1/25. Void where prohibited.

Our promise

When you give American Girl, you can be confident you're getting the best.

If, for any reason, you don't love your purchase, we will do our best to make it right. It's part of our promise to create premium products that can be loved for a lifetime and experiences that will be remembered forever.

Ways to shop

Online: americangirl.com/shop

Phone: 800-845-0005

Customer service hours:

8 a.m.–8 p.m. CT, Monday–Friday

9 a.m.–6 p.m. CT, Saturday–Sunday

Stores: View locations and hours at americangirl.com/stores.

Mail: Download order form at americangirl.com/orderform.

Send to: American Girl,
612 Burton Blvd., DeForest, WI
53532 (U.S. customers only)

Returns

Exclusions apply. See americangirl.com/returns for complete return policy details.

Shipping, sizing & more

Complete product and ordering info is available at americangirl.com/FAQ.

Full cautionary statements

- (1) ⚠ WARNING: CHOKING HAZARD—Small parts. Not for children under 3 years.
- (2) ⚠ WARNING: CHOKING HAZARD—Toy contains small ball. Not for children under 3 years.
- (3) ⚠ WARNING: CHOKING HAZARD—Toy contains small balls and small parts. Not for children under 3 years.

Availability and prices are subject to change. You must be at least 18 years old to order. We reserve the right to limit quantities or refuse orders for any reason. Dolls cannot always be posed or hold accessories as shown. Actual product may not be identical to items shown in catalogue. Please contact us at americangirl.com/preferences to be removed from our mailing list. To reduce overall volume of promotional mail you receive, visit dmachoice.org or write DMAchoice, Consumer Preferences, PO Box 900, Cos Cob, CT 06807. Title passes to the purchasing consumer upon delivery to the carrier, regardless of whether American Girl® pays the freight to the customer-designated location.